

Torrance Herald

Published Every Thursday by
THE LOMITA-TORRANCE PUBLISHING CO.
 1419 Marcelina Ave., Telephone Torrance 200
 Torrance, California



W. HAROLD KINGSLEY, Editor
 GROVER C. WHYTE, Business Manager

Subscription Rates in Advance
 Anywhere in Los Angeles County \$2.00 per year
 Anywhere in U. S. Outside of Los Angeles County \$3.00 per year
 Canada and Other Foreign Countries \$4.00 per year
 Single Copies 10c

OFFICIAL PAPER OF THE CITY OF TORRANCE
 Adjudicated a Legal Newspaper of Los Angeles County, Superior
 Court Case No. 218470, Dated March 22, 1927.

Published weekly at Torrance, California, and entered as second class
 matter January 30, 1914, at the Postoffice at Torrance,
 California, under the Act of March 3, 1879.

**THE HERALD'S PLATFORM
 FOR TORRANCE**

- 1—Ornamental Lighting System.
- 2—Interchange of Freight Between P. E. and Santa Fe.
- 3—Western Avenue Bus Line.
- 4—Hollywood-Palos Verdes Parkway.
- 5—New School North of Carson St.
- 6—Aviation Field.
- 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance.
- 8—Adoption and carrying out of a well-conceived city plan to guide the growth and development of Torrance.
- 9—The conduct of All Local Affairs in a spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

LOW TAXES INCREASE CITY'S INCOME

THE advantage of the low municipal tax rate prevailing in Torrance has been emphasized again by the action of the National Supply Company in making Torrance its distributing center for the state. Now that the vast stocks distributed by this great concern all pass through Torrance the company maintains supplies of pipe and equipment here running at all times into seven figures. The value of the stocks held here varies, of course. At this writing the value is more than \$2,000,000. If it were assessed at \$1,000,000 city taxes accruing from it would approximate \$15,000 under the present tax rate.

While these figures are approximations they reveal in mathematical eloquence the advantage of low taxes. Secretary Mellon has always maintained the reduction in income taxes imposed by the federal government will increase the government's income by attracting money from tax exempt channels into taxable business. That theory has worked out every time the government has reduced the income tax.

Apparently the theory also applies to municipalities. Low taxes attract property which may be taxed and thereby increase assessed valuation which actually increases the city's income.

We are not in favor of taxes so low that they do not permit of the proper functioning of government. As Torrance grows its government expenses naturally increase and the demands of progress demand expenditures. At the same time low taxes attract more property which may be taxed—as in the case of the National Supply Company. Taxes should be maintained at a level commensurate with the city's needs—high enough to provide for progressive government but low enough to attract new property.

It strikes us that the Torrance city government has been unusually wise in fixing its tax rate. There is enough money to carry on city work if every penny is carefully watched. But there is not enough to allow for unwise expenditures.

The low tax rate now prevailing has attracted to Torrance new property which will be taxed next year. The lovely part of the whole thing is that owners of this property save money by having it in Torrance and at the same time increase the municipal income.

THE POLICE AND THE ELECTION

WE can recall no time in the history of Torrance when there were as few complaints against the Torrance police department. This fact reflects credit upon Chief Calder, his force and the City Council. It testifies that the department is functioning without internal strife, fairly, competently and honestly.

This word of praise, in which the vast majority of the people of Torrance will, we believe, concur, is prompted by an undercurrent of action, fostered by a few job-seekers to remove the chief of police and sev-

eral of his able assistants.

The action is poorly timed. The fact that it is being taken privately and with an endeavor to hide the motives from the gaze of the public bespeaks the fact that its sponsors realize that they are operating against the most satisfactory police force in the city's whole history.

A municipal election approaches. Undoubtedly one of the issues will center around the police department. The issue will not be made by those who seek to upset the department. It will be made by those who believe the department is functioning well and should not be disturbed.

A COMFORT STATION IS NEEDED

THE City Council has instructed City Engineer Leonard to investigate the possibility of providing for a comfort station in the business district. The need of such an improvement should require little explanation. The improvement is a public necessity. It is the city's duty to provide it. We trust that the Council will be able to adopt plans for its installation.

Touring California

Travel Notes of Interest and Western Highway Information Furnished by the National Automobile Club

One of the most interesting loop trips in Arizona is the one from Phoenix via the Apache Trail to Globe, returning via the mining camps of Miami and Superior, according to the Touring Department of the National Automobile Club. The Apache Trail proper starts at the Apache Junction, thirty-four miles east of Phoenix on United States Highway No. 89. Leaving Phoenix excellent pavement is followed through a section of green farms, fruit groves and orchards. The route passes the site of the ruins of the first flour mill of the early pioneers; Arizona's national monument, the Papago Sahuaro National Park; and past the University of Arizona experimental farm to Mesa. At this point is located the million dollar Mocon Temple, recently completed. A few miles east of the city Superstition Mountain comes into view. This ghost-like mountain is aptly named, rising abruptly out of the desert and marking the scene of one of the most cold-blooded Indian massacres in history. Indian fought Indian, and to this day no Indian will set foot upon it. The route leads into the desert at a point within ten miles of Apache Junction and extends across the rolling desert for about six miles and then enters the mountains, where it winds and twists through weird rock formations until the summit is reached. Here Canon Lake, made by the Mormon Flat Dam, is viewed with its varied assortment of boats ranging from small row boats to pretentious house boats. The road lies along the rim of this body of water for several miles, then climbs the famous Fish Creek Hill to the summit, with a spectacular drop of fifteen hundred feet in a mile and a half. From the foot of this hill the road again leads upward until the first glimpse is had of the lake made by the Horse Mesa Dam and this lake is in sight continuously until one reaches the Roosevelt Dam. The Apache Trail proper does not cross the Roosevelt Dam but a short side trip leads across the Dam to the Lodge Hotel. Returning to the main road, the motorist follows beautiful Roosevelt Lake for miles, thence past the ancient cliff dwellings, which may be seen from the road, and through very interesting scenery to Globe. Short side trips can be made to the Mormon Flat and Horse Mesa Dams.

On the road from Banning to Palm Springs, a concrete highway is followed to the junction of the Palm Springs road and at this point the motorist turns to the right over a macadam road which is quite wash boarded in spots. From Palm Springs to Palm Canyon, a distance of seven miles, the road is narrow in places and is unimproved desert in type. This canyon lies at the eastern base of San Jacinto which has the distinction of being the steepest mountain for its height on the continent, and is noted as the home of the finest surviving group of the American fan palm "the Washington filifera," so named by the European palmographer Wendland in honor of our great American, George Washington. These are great splendid trees with straight trunks from 80 to 100 feet high and ornamented with great tufts of fan shaped leaves. The territory including the principal groves in Palm, Murray and Andreas Canyons was recently set aside by act of Congress as a National Monument. The Agua Caliente Indians own the land and use the water on their scanty ranches in the desert below. Thousands of pioneers have camped beside "Agua Caliente" and enjoyed its waters on their way to "The Golden West" as it was then termed. Palm Springs with its gay little group of colorful adobe houses and the nearby Palm Canyon with a truly Arabian setting are objectives for a very pleasant day's outing.

On the road from Santa Ysabel to Campo via Cuyamaca Lake, pavement is traversed to Julian, followed by a graded dirt road with rough sections for six miles, thence a graded gravel road, with some worn places, to Buckman Springs. Leaving this point rough dirt is had for 3 1/2 miles, then fair dirt and natural gravel to within 2 miles of Campo, with the balance of distance over very good decomposed granite.

On the route from San Diego to Julian via the Eagle Peak road, pavement is had to Lakeside, then fairly good natural gravel to El Monte Oak Park and rough, narrow dirt road to a point about ten miles beyond the Cleveland National Forest boundary. The road is closed at this point due to washouts.

The road from San Luis Obispo to the Monterey County line is paved via Morro and Cayucos to Cambria, thence an oiled gravel road in splendid condition to San Simeon. From this point a dirt and natural gravelled road in good condition is had to the end of the road at the Monterey County line.

3-4 of a Ton of Cotton Batts

Is a good bit to receive for a city the size of Torrance for retail selling. We want to tell you our confidence in the outlet of merchandise for this city was not misplaced. We will buy plenty of bargains for 1928. You can rest assured of this fact, that there will be no letup in our selling campaign, regardless of the fact that our building program will cause us some extra work. But we don't mind. This week we will offer you some of the finest popular yard goods ever shown here—mill shipments in transit from New York—Butterfield and other high grade manufacturers.

You will be able to purchase good clean patterns, new 1928 prints at yard

19c, 25c, 29c, 35c to 39c
 Rayons..... 45c, 49c to 79c
 Part Silk Yard Goods..... 59c to 79c

Make it a rule to visit this store at least once a week—even if you only want to check up on prices to see for yourself if you are paying more than we ask for staple dry goods.

**We want to see you at
 THE SAMPLE STORE**

Torrance Hawkins & Oberg Redondo

LOCAL NOTES

Mr. and Mrs. Jack Tonkin of Eshelman avenue visited Mrs. Ed Mauer at the Southwestern hospital Sunday. Mrs. Mauer is reported seriously ill.

Mr. and Mrs. Al Hershelrath of Narbonne avenue attended the Christian church in Long Beach Sunday and, later were dinner guests of Dr. Lang of Los Angeles.

Mrs. Jack McKinney attended a bridge luncheon in Culver City Thursday as the guest of Mrs. Ed Woods of Santa Monica.

Mr. and Mrs. E. D. Northrop of Oak street were weekend guests of Mr. and Mrs. Russell Northrop of Hollywood.

Luncheon guests Wednesday of Mrs. H. B. Linderman were Mrs. Charles Maher and daughters Mrs. Wayland Hoyt and Mrs. Glenn Johnson of Long Beach.



SHAKESPEARE probably couldn't even sew a button on a coat. But he knew this much about the clothing business—he said: "The apparel oft proclaims the man."

If you agree with him, come in and we'll show you latest editions of smart clothes. An important chapter is devoted to Middle-shade Blue Serge Suits.

J. LEPKIN
 Merchant Tailor
 1312 Sartori Phone 2-R
 Torrance

**In the Modern Home
 ELECTRICITY
 Performs these Tasks..**



- Cooks
- Toasts Bread
- Percolates Coffee
- Cleans
- Irons Cloth
- Washes Clothes
- Heats Water
- Refrigerates
- Bakes
- Washes Dishes
- Mixes Liquids
- Operates Vibrator
- Curls Hair
- Sews
- Warms Bed
- Heats House

IN this list there are undoubtedly many tasks which electricity could perform for you in your home. Guided by human intelligence electricity can do almost anything. The cost is trivial... a few cents will buy your release from many of the disagreeable tasks you are now doing. Just check off the things you are interested in and call at our nearest office or your electrical dealer. We will be glad to show you how electricity can lessen your work and increase the comfort of your home.

Electricity is cheap... Use more of it!

**SOUTHERN CALIFORNIA
 EDISON COMPANY**
 Owned by Those it Serves

Salary Loans to Wage Earners
 Repayable in weekly or monthly installments.
RATES REASONABLE
San Pedro Industrial Loan Corporation
 359 Seventh St. (Opposite Postoffice)
 Tel. 33-J San Pedro, Calif.

NASH

24 Models, styled in the newest and finest mode—to meet every possible need

39 Alluring Color Combinations with the new NASH deep-luster finish—to meet every possible taste

NASH Bearing Performance to lend greater luxury to your motoring

**New Reduced Prices
 EFFECTIVE FEB. 1st**

TROY MOTOR SALES CO.

Figueras at 11th, Los Angeles Phone Westmore 1021

**THIS
 PROFESSIONAL
 DIRECTORY**

Is Published in
 Both
The Torrance Herald
 and
The Lomita News

Which have a Circulation GREATER THAN ALL THE DWELLINGS IN BOTH TOWNS.

Telephone Torrance 200 for Space Rates

**PROFESSIONAL
 DIRECTORY**

J. R. JENSEN
 Attorney at Law
 Office 1206 El Prado
 Torrance, California
 Phone Torrance 1

Drs. Lancaster and Shidler
 PHYSICIANS AND SURGEONS
 Office, 14 House 15 and 118
 Office, First National Bank Bldg.
 Res. Cor. Post and Arlington
 Torrance California

DR. R. F. BISHOP
 Dentist
 Office—Vonderahs Bldg.
 2171 Cravens Ave. Telephone 241
 Residence—2021 Carson
 Telephone 287-W

Dr. A. P. Stevenson
 Physician and Surgeon
 Office, Levy Bldg., 1311 Sartori Ave.
 Phone: House, 187-J Office, 96
 Torrance, Calif.

Dr. C. E. Hotchkiss
 Chiropractor
 X-Ray and Laboratory Service
 1311 Sartori Ave., Levy Bldg.
 Phone 206

DR. R. A. HOAG
 DENTIST
 New Edison Bldg.
 1419 Macollins Ave.
 Just West of Postoffice
 Complete X-Ray Service
 Torrance Phone 188-J

DR. W. H. BRUCE
 Osteopathy and
 Light Ray Therapy
CASTLE APARTMENTS
 Torrance, Calif. Phone 128

DR. O. E. FOSSUM
 Dentist
 X-Ray Service
 Home San Levy Bldg.
 9 a.m. to 5 p.m. 1311 Sartori Ave.
 Phone 186—Torrance, Calif.

PERRY G. BRINEY
 ATTORNEY-AT-LAW
 106-8-7 1st National Bank Bldg.
 Phone 189 Torrance

DR. MAUDE R. CHAMBERS
 CHIROPRACTOR
 Established in Torrance since 1922
 Battle Creek Method
 Swedish Massage
 820 Cota Ave. Phone 109-W

DR. C. W. ALLEN
 Chiropractor
 Graduate Palmer School
 Neurologist Service
 2087 Redondo Blvd.
 Phone 98-R

DR. C. L. INGOLD
 Optometrist



COMPLETE OPTICAL SERVICE
 1503 Cabrillo Ave.
 Phone 157-R Torrance

Dr. Norman A. Leake
 Physician and Surgeon
 Office, First National Bank Bldg.
 Telephone 89
 Residence, 1535 Marcelina Ave.
 Telephone 13-M